

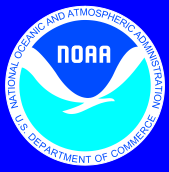
# 2010 Air Quality Outreach Summary

2010 Air Quality Forecaster Focus Group  
Workshop

September 15, 2010

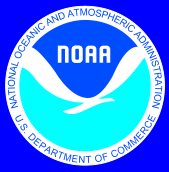
*Jannie G. Ferrell*

*NWS, Office of Climate, Water, and  
Weather Services*



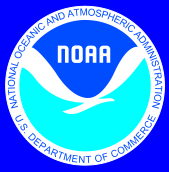
# Outline

- 2010 Air Quality Outreach Activities Summary
- 2010 Feedback Summary
- Forecaster Focus Group Feedback



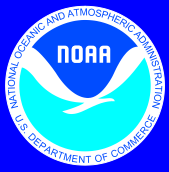
# 2010 Air Quality Outreach Activities

- Nat'l AQ Awareness Week, May 3-7, 2010
  - "Be Air Aware"
  - Mon: Ozone & Particle Pollution
  - Tue: What Causes Poor Air Quality
  - Wed: Keeping Your Lungs & Heart Safe
  - Thu: What are Air Quality Forecasts?
  - Fri: What Can You Do to Help Make the Air Cleaner?
- Several state and local AQ awareness week activities across country



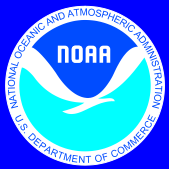
# 2010 Air Quality Outreach Activities

- NOAA participated in 2010 National EPA Air Quality Meeting in April
- Air Quality Constituent Group Meeting May 21, 2010



# Feedback Summary

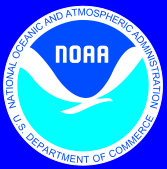
- Feedback was received from a number of sources:
  - Main NWS Air Quality Page ([www.weather.gov/aq](http://www.weather.gov/aq)) – link at bottom of page
  - Survey Feedback System (Apache)
  - NOAA's "Ask a Librarian" Program
  - Email
  - Forecaster Focus Group Feedback Form



# Subjective Feedback

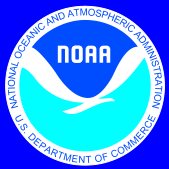
## *Responses/Comments on all Air Quality Products*

- *Responders represented a mix of general public, private sector, and AQ forecasters.*
- *General Summary:*
  - AQ forecast guidance is being used by the public for planning purposes – when to exercise, when to avoid prolonged outside activity, business, relocation & retirement, and vacation decision-making
  - AQ forecast is of great interest to persons with respiratory ailments (asthma, allergies, etc.)
  - The source of pollutants is of interest
  - Overall, model does well with trends
  - Public would like to know the effect of the prediction on public health.
  - More education on non-technical interpretation requested from general public



# Apache Feedback General Breakdown

- *September 2009-August 2010: 23 surveys received mostly from general public; 48 last season*
- *Summary:*
  - Request for expanded time or area/more information or products - 12 (19 last season)
  - Request for Health relationship/safety interpretation - 5 (12 last season)
  - Request for more layman-friendly format – 6 (5 last season)



# Apache Feedback Product/Service Rating

*September 2009-August 2010: 23 surveys*

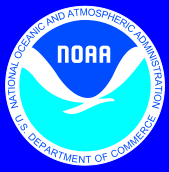
Technical Quality (forecast accuracy, timeliness, display ease)

Rating	'10 Count	'09 Count
0 – 4	4	8
5	4	4
6 – 10	11	22

Ease of interpretation and use

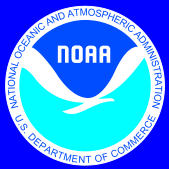
Rating	'10 Count	'09 Count
0 – 4	5	9
5	4	6
6 – 10	8	18





# Forecaster Focus Group Feedback

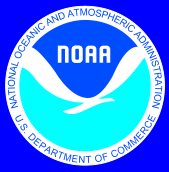
- From Forecaster Focus Group Feedback Form
- Four locations provided very useful data (12 last year)
- Forecasters provide ozone, aerosols, and smoke forecast and observed values
- Comments included great analysis of the weather and its possible impact on the observed Air Quality; model forecast accuracy is discussed



# Forecaster Focus Group Feedback

## Your Data Is Important!

- Your expertise is invaluable:
  - Points out strengths and weaknesses of the products for your communities
  - Complements and enhances system-wide verification statistics
  - Sharing knowledge of local conditions and insights on what caused the predictions to succeed ... or not...drives improvements
- Front-line forecasters have bird's-eye view of air quality forecast problems:
  - Focus on forecast challenges shows what users value most
  - Many eyes see more than one



# Forecaster Focus Group

Please continue providing  
feedback!